

On the Sunny Side with Spryker State Machine



The screenshot shows the EIGENSONNE website interface. At the top, there's a navigation bar with links: "Über uns", "Ratgeber", "Häufige Fragen", and a phone number "030 / 588 49139". The main header features a large image of solar panels and two technicians installing a panel. A yellow banner reads "Machen Sie sich unabhängig" (Make yourself independent) with the subtext "Photovoltaik zu fairen Preisen, Bezahlung nach Installation" (Photovoltaic at fair prices, payment after installation). Below this, a yellow box says "In 60 Sekunden Ihre Ersparnisse berechnen" (Calculate your savings in 60 seconds). A form field asks for the address, with an example: "Ihre Adresse z.B. Wicherstraße 18, 10407 Berlin". The next section asks "Wie hoch ist Ihr Stromverbrauch pro Jahr?" (How high is your electricity consumption per year?) with a slider ranging from 1000 kWh to 8000 kWh. A value of 4500 is selected. Below the slider is a button "Ich weiß es nicht." (I don't know). The next section asks "Wann verbrauchen Sie den meisten Strom?" (When do you consume the most electricity?). There are two radio buttons: "Verbrauch Morgens und Abends" (Consumption in the morning and evening) and "Verbrauch über den ganzen Tag" (Consumption throughout the day). The first option is selected. At the bottom is a yellow button "Meine Ersparnisse berechnen" (Calculate my savings).

Simplifying Complex Processes with the Spryker State Machine

The conventional and sustainable energy market is largely dominated by traditional electrical retailers and specialist local companies. For the customers, this often results in a tedious and difficult purchasing process. This is exactly where **EIGENSONNE** comes in, with the goal of making the process of choosing and installing a photovoltaic system as simple and transparent as possible.

Going digital – the **EIGENSONNE** business model

In a matter of seconds, an initial offer is made to the customer with the help of a yield calculator. After offering a personal consultation to customers, and eventually concluding the transaction, **EIGENSONNE** also facilitates the installation on site. How is this different to conventional providers? Up until the installation step, the entire process takes place online. Consequently, when **EIGENSONNE** was looking for high-performance technology to launch its complex business model, Spryker was their only viable option.

” Instead of working with a range of largely incompatible systems, we were looking to use one platform for all processes covering the consultation, sales, and installation of PV systems.“

- Michael Aigner, Co-Founder and CTO **EIGENSONNE**



How a Modular Back-end Produces Harmonized Data Streams

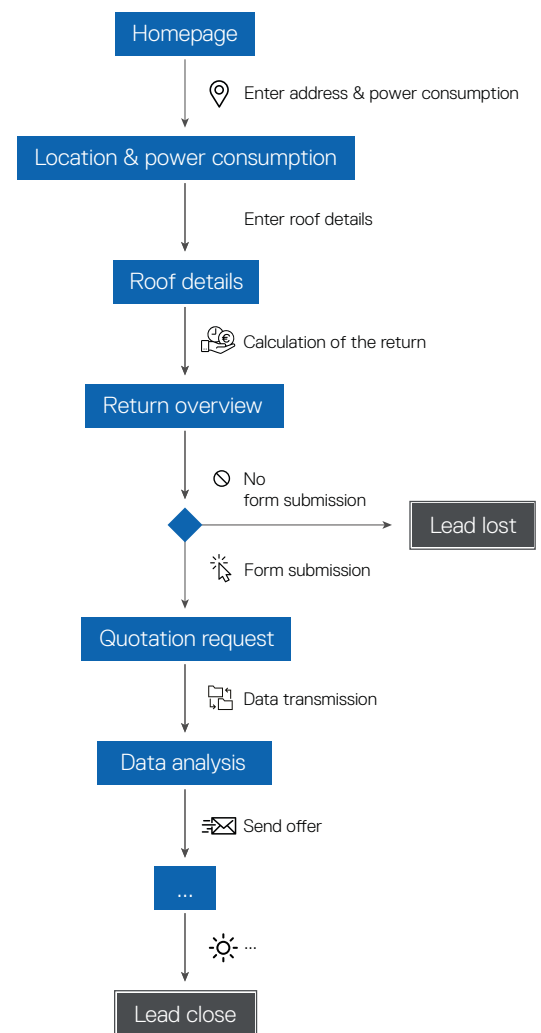
The Spryker Commerce OS provides a solid base for the back-end for the solar energy provider. All systems are brought together behind the scenes, where data streams are processed and securely stored. The modular structure of the software makes the integration of external interfaces and systems smooth. This becomes a particular advantage if you are looking to harmonize different systems or expand them later.

How does the Spryker State Machine help EIGENSONNE?

The Spryker State Machine supports order management processes for commerce business models. It also allows other complex processes to be digitally conceptualized, mapped and executed – which came in particularly handy for **EIGENSONNE**'s highly individualized business logic. When using a State Machine, processes are automated and can be extended or changed with the simplest tools and without an ERP system. The graphic representation also plays an important role here. Individual steps and statuses can be mapped and complicated processes can be easily illustrated.

EIGENSONNE has created different State Machines. Here's an illustration of their sales process, divided into 12 steps. The team divided the rather complex process of preparing the offer and closing the sale into five different process categories and packed these into logical, successive steps. New or updated process elements can be integrated within a few hours or a couple of days at most. The visualization is so user-friendly that every stakeholder in the business can understand everything without having to get involved in the technical aspects.

Legend:



Whether you want to map a linear process or set up multiple State Machines with deep sub-processes, Spryker offers this functionality for all users – at no extra cost.